

Skills. Why are they important?

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Who are we?



- Creative & Cultural Skills is the Sector Skills Council for craft, cultural heritage, design, literature, music, performing arts and visual arts.
- We work with employers, education and Government to make sure that these sectors can recruit people with the right skills for the job.
- We enable the creative and cultural industries to reach their economic potential through relevant skills and training.



The sector

- Employs 694,700 people
- 57% educated to level 4 or above
- 36% employers say skills gaps exist
- 94% say that skills issues are not due to a lack qualification but due to a lack of experience and knowledge
- 2009 60% of businesses did not train



Predicted sector growth 2010 - 2020

% employment growth 2010-2020

Cultural heritage	+2
Design	+46
Music	+7
Visual arts	+68
Performing arts	+88
Literature	+14
Craft	-42
England creative and cultural industry	+33



Skills issues

- Sector specific skills
- Leadership and management
- Finance
- IT
- Marketing



What happens when you don't train?

	Skills shortages	Skills gaps
Lost business	27%	25%
Increased workload	44%	16%
Delays to developing new products or services	15%	11%
Outsource work	10%	13%
Other	14%	14%
Turned away business	22%	11%
Increased operating costs	8%	7%
Difficulties introducing new working practices	8%	7%
Difficulties meeting quality Standards	17%	7%



What happens when you do train?



- Confidence
- Lower staff turnover
- Career progression
- Increased productivity



Training and skills development

- Funded courses – FE / HE
- Mentors
- Secondments
- Peer to peer
- Online training
- Government support



How can we help?



- National Occupational Standards
- Networks
- Trading with partners
- Information, advice and guidance
- Business Survival Toolkit



How can we help?

- Networks – National Skills Academy
- Research
- Apprenticeships
- College relationships
- Supporting bids



Products and Developments

creative
choices^o

Information advice and guidance

The National
Skills Academy

Employer and education network

creative **blueprint**

Research and analysis

business survival **toolkit**

Tools to help your business
survive and grow



Thank you for your time

www.ccskills.org.uk

www.creative-choices.co.uk

www.creative-blueprint.co.uk

www.business-survival-toolkit.co.uk

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